

METRO NORTHWESTERN POLICE DEPARTMENT

NUMBER OF SWORN OFFICERS: 1,000

COMMUNITY POPULATION: 647,805

LOGOTECH MADE THE USB DRIVE NO ONE ELSE WOULD

R. Wray, head of recruiting for this department, wanted something special to pass out at applicant recruiting events.

Her request for a specialty, custom-molded USB flash drive has led to several reorders – one for her chief of police and one for the Historical Society. Now, other departments are requesting the same style USB.

At Wray's suggestion, not only do the USB drives look like a Ford Explorer SUV, but when the drive is inserted in a computer the car's light bar actually lights up.

So why did she decide to go with these innovative USBs for officer recruitment, instead of water bottles or stress balls?

"Someone from Canada sent a car USB to one of the backgrounders with their agency name on it – but it didn't look much like a police car. I thought 'I wonder if someone out there could design one to look like our police cars?'"

Only USB company to step up

According to Wray, she tried five other companies who said they couldn't do it before finding Logotech.

She initially ordered the drives as swag for those recruiting events. Then, her chief saw the drives.

"When the Chief saw them, she wanted several more to hand out to other agencies in lieu of challenge coins," Wray said. The chief approved purchasing 200 more.

"Then, the lady running the museum saw them, and wanted to order them to sell," Wray said. That was another 100 USBs, branded with the department logo.

So far, the new USB drives are being used as recruitment materials/promotional items. While it isn't the first time the department has purchased promotional or branded items, they are by far the most popular, Wray said.

"For the first time ever, after sharing a promotional item with outside agencies, they are asking 'Where did you order these?' My recruitment manager had me send him the contact info for Logotech, as the another department wanted to know where we got them, and who to contact," Wray said.

Recruiting results

Her initial, 100-unit USB order is still doing what she wanted it to do for the department, too – getting attention from the best recruits available.

"We are in the process of using them for new hires and will be pre-loading information for them so they don't have to haul a bunch of paperwork around for field training. And, possibly a brief 'Welcome to the bureau' message from our chief of police," Wray said.